4/8/91

1. Bottom line on Cigarette testing is "Truth in advertising"

2. According to David Davies "Cannot reformulate and get another value after the test". This statement pertains only if the value is higher than in actual product.

3. David Hanger: "This is a big issue. Marlboro Lights should be 11 mgs tar. Changing to 10 mg is unacceptable. The TITL tar data is way off on non-filter brands but is closer in #33 than in #32. This used to be a non-issue since we did not advertise non-filter. Hanover Brutal NF could be a problem unless we determine the reason for the discrepancy.

4. a) Steve Parrish will attempt (again) to get John Rupp and other member company legal to ask FTC for a variation about TITL values and internal data. Europe permits ± 15%; TIOS permits ± 20%

b) How important is the necessity of testing 475 packings. Steve will suggest changing the number of brands to be tested.

5. For those brands that are targeted at 0.5 mg; eg. B&H Lights 10.5 we decided to shift the tar target to 11 mg. rather than 10 mg. In any event we need to get off the 10.5 target.

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Source: https://www.industrydocuments.ucsf.edu/docs/ptkk0001

6. No firm decisions were reached on whether to change advertising or change product to comply with TITL values on Market Sample #33. Consensus was that these decisions can be made prior to December which is the anticipated printing of the FTC report to Congress

7. David Bangor asked about the changes between #32 and #33 for the Competitor's cigarettes. We had not looked at the potential changes in these products. I asked Bob Fenner to assign someone to perform this analysis.

Source: https://www.industrydocuments.ucsf.edu/docs/ptkk0001